



## **Take Shape for Life Qualified Leads Program Health Advisor Materials**

Introducing the updated Take Shape for Life Qualified Leads Program!

This powerful growth acceleration program is unique to Take Shape for Life. It leverages Medifast, Inc.'s acquisition arm (Medifast Direct) to provide Take Shape for Life Health Advisors with new clients as a reward for:

- becoming certified through The Health Institute
- joining the BeSlim™ Club (Take Shape for Life's auto-ship program)
- exhibiting business growth through specific sponsoring or rank advancement achievements.

The specific achievements that earn a Health Advisor new client leads may be adjusted from time to time. This information is communicated through E-updates or on the company's weekly business opportunity calls. If you are ever unsure of how to earn new client leads, please call Health Advisor Services at 877-270-5708.

### **In this packet you will find:**

- The typical call flow between a Medifast first time ordering customer and a Medifast call center agent that generates a Take Shape for Life client lead
- The information that Health Advisors who earn leads receive within 24 hours via email about their new client leads (to earn leads a Health Advisor must have an email address on file with the Home Office – so if we don't have yours yet, please provide it to us right away so that you don't miss out on this invaluable program.)
- Suggested call flow for contacting your new client leads
- Suggested email templates for contacting your new client leads (this is for use if the client lead did not provide his/her phone number)

Use these materials as you grow your business and be sure to let us know what works for you!



## **Typical Call Flow Through the Medifast Order Line Leading to a Take Shape for Life Client Lead:**

Following is the typical call flow when a new customer calls into Medifast and is offered the support of a Health Advisor and becomes a lead:

- An individual responds to a Medifast advertisement by calling the Medifast order line
- The Medifast agent who takes the call establishes that the caller is a first time customer who wishes to order Medifast products.
- Before taking the order, the agent informs the customer that a trained Take Shape for Life Health Advisor who has personally succeeded in achieving their health goals using Medifast products is available at no extra charge to provide support and coaching. If the customer would like a Health Advisor, the initial order is taken through Take Shape for Life and assigned to an eligible Health Advisor. No commissions will be paid on the initial order however **all subsequent orders will generate commissions to the Health Advisor to whom they are assigned.**
- After taking the order, the agent establishes whether the customer would like to be contacted by his/her assigned Health Advisor by phone or email (phone is always encouraged).
- The client is given their new Take Shape for Life ID number for future orders.
- After the initial order is taken, the Medifast agent then asks the customer if he/she would like to listen to Dr. Andersen's brief overview on the benefits of having a Take Shape for Life Health Advisor and their invaluable role in empowering people to achieve and maintain their health and weight goals. The caller is transferred to Dr. Andersen's message or given the 800# to call in and listen at a more convenient time.
- All new client leads are then dispersed via email to qualifying Health Advisors before the client's first order arrives so that the client can receive proper coaching regarding getting started on the program.

## **Information Contained in Earned Client Email Notifications:**

- Name of your new client
- Order date
- What your new client ordered (if your new client only ordered a 2-week supply of product, you will need to support them in placing their follow-up order within one week of starting so that they don't lose continuity on the program)
- Email address
- Physical address
- Phone number (if provided)



### **Suggested Call Flow When Contacting Your New Lead Client:**

- Introduce yourself and where you're from
- In the conversation, use your own personal experiences and training through The Health Institute as a way of demonstrating empathy, understanding and a confidence that you can provide useful support, tailored to your new client's needs.
- Next, ask questions about your new client's goals, previous dieting experience, etc., that establish your genuine interest in supporting your client as a real person with a unique experience and individual and personal goals.
- Ask if your client has had the opportunity to listen to Dr. Andersen's two-minute message when his/her initial order was placed. If not, ask permission to do a three-way call with Dr. A's message so that you both can listen (Dr. Andersen's 2-minute message number: 1-866-200-6719). If you don't have 3-way capability or if your client would rather listen to this message later, then give your client the 800 number.
- **Make sure that your new client has their Take Shape for Life ID number to use when placing all subsequent orders.**
- Establish a firm commitment that you will talk again next after your new client has received his/her initial order of food, read the program guide **but before starting the program.** Your client can either call or email you when he/she is ready to start, or you can set up a time to call your client, allowing time for the product shipment to arrive.
- Close your call with:
  - An upbeat and confident assurance that by working together with your new client, he/she will reach and maintain his/her goals.
  - The understanding that before having the "getting started call", your new client should view the Virtual Judy online presentation by clicking on The Future is Now section on the Take Shape for Life website home page (<http://www.tsfl.com/tsfl/future/>). This will instill the possibilities of the Trilogy of Optimal Health from the very beginning.

### **Suggested Flow of Your Introductory Email Communication (if your new client prefers communicating via email):**

- Cover the same points that you would intend to cover in an introductory call.
- Since it is not a conversation, you need to specifically request that your new client emails you back with his/her specific goals, previous dieting experiences, etc. Let your client know about your own experiences, your Health Institute training and your commitment to their success. Encourage them to include their phone number in their return email so that you can call them. However, also give your own contact information and best times to reach you if they feel more comfortable calling you.



### **Measuring the Success of the Qualified Leads Program:**

The following experience of Daphne Garrett from Dayton, Ohio, is an example of the power of the Qualified Leads Program. Daphne recently advanced to National Director thanks in large part to a new client she earned from Houston, Texas. She writes in part:

"...when I first talked to my new lead client, Laronda Hellen, I could tell she was excited to get going on the program. But I never expected that within a month she would not only start losing weight, but that she would also become a Fast Track Health Advisor and start building her own team. In the middle of February, Laronda's second month, I looked at my activity report and saw that Laronda had done over \$6000 in activity for the month! I couldn't believe it! I thought there must be some mistake! But there was no mistake...Laronda had just caught fire!

The affect that Laronda has had on my whole organization has been remarkable. My friend Sheila, who has been a Health Advisor under me for about a year and never produced above Senior Advisor, said, "If your new Advisor in Houston can go ED, so can I!" And by the end of February, she had done it. Same with my friend Jessica. She's become an ED, too. And now, here I am...a new National Director...all because of the leads program!

I want to thank Gary Shaw, my upline Global Director, for being such a great leader and for doing a three-way call with Laronda that really helped inspire her. Next month, I'm traveling from Dayton, Ohio, where I live, to meet Laronda in Houston and do a meeting with her. I can't wait to get more new lead clients. Who knows, maybe in a few months, I'll be off to Hawaii helping support a new leader there!!!"

...that's the magic – receiving an offer of support from a stranger from across the country is an extraordinary event; and it often leads to extraordinary outcomes.

So how do we measure the success of the Qualified Leads Program? By tracking reorder patterns and ultimately which new clients become Health Advisors. Over time we will provide extra rewards for those Health Advisors whose new clients, earned through this program, perform the best. So treat the new lead client like a precious gift, sowing the seeds for a long-term relationship; and as each relationship blossoms, you will receive a bounty of new seeds to plant.